



ERNEST BROWN BLOCK

CITY OF EDMONTON HISTORIC RESOURCE MANAGEMENT PROGRAM

Edmonton

9666 - 9674 JASPER AVENUE NW

DESCRIPTION OF HISTORICAL PLACE

Ernest Brown Block, also known as the Brighton Block, consists of a three-storey Edwardian-era brick mixed-use building in a mid-block location on the north side of Jasper Avenue in the Boyle Community.

HERITAGE VALUE

The building is significant because of its association with the notable photographer Ernest Brown. He constructed this building between 1911-1912 to contain his studio and workshop. Brown's business flourished until 1923 when he suffered financial difficulties and lost the building. In 1947, the Province purchased his photographic collection, which is one of its most important photographic collections documenting Edmonton buildings, streetscapes, and social and commercial life in the early 20th century.

Also significant for its architecture, the building is a large, excellent example of an Edwardian-era combination commercial and residential building using superior quality materials and construction. The parapet served as an important billboard to advertise Brown's photography business. Painted advertisements are still found on the front of the building and are well recognized in the community.

There is significance associated with the building's architect, James Henderson, who designed many residential, civic, and commercial buildings in Edmonton. The significance also derives from its association with the development of the Boyle community, one of Edmonton's older settled neighbourhoods. It was once the location of

a number of large-scale institutional, commercial and residential buildings fundamental to the development of the city. This building is one of a collection of surviving, important Jasper Avenue buildings associated with Edmonton's early social and commercial life.

CHARACTER DEFINING ELEMENTS

The Edwardian-era architecture of the building is expressed in character defining elements such as:

EXTERIOR:

- + form, scale, and massing;
- + two-part building construction, as evidenced in the moderately asymmetrical façade composition and the double central façade pilasters;
- + tall, main floor wood storefronts with recessed entrances with large display windows;





- + red pressed-brick façade construction with large display windows;
- + painted signs extending across the brick parapet;
- + tall ground floor limestone pilasters;
- + segmented arch brick pediments in the parapet;
- + upper and lower pressed-metal cornices that extend the full width of the building;
- + two rows of wood double-hung windows at the second and third-floor levels; and
- + side and central light well recesses.

Designated as a Municipal Historic Resource through Bylaw 12605 in July 2001.



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